Imagine 2040: Hillsborough MPO’s Multi-Award Winning Public Engagement Campaign & more!

presented by Lynn E. Merenda
Public Engagement Specialist
Hillsborough (Florida) MPO & Planning Commission
Multi-layered Public Engagement for a Multi-modal Plan

Open Houses
Creative Ads
Visualization Techniques
Interagency Collaboration
GIS
Town Calls
Displays & Speakers Bureau
MPO Newsletters, Web Sites & Social Media
Multi-Media Campaign
Newspapers * TV * Radio

2035 LRTP
What's on the MPO's menu?
MENU PLANNING
What is the MPO?
The Hillsborough County Metropolitan Planning Organization (MPO) is a transportation policy-making board mandated by federal and state law. The MPO is directly responsible for making sure federal and state dollars spent on existing and future transportation projects and programs are based on a continuing, cooperative and comprehensive transportation planning process. Committed to meaningful public engagement throughout this process, the MPO is responsible for establishing priorities to meet short-term (next 5 years) and long-term (20+ years) multi-modal transportation needs for Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County.

It is a priority for this MPO that all citizens in Hillsborough County be given the opportunity to participate in the transportation planning process, including low income individuals, the elderly, persons with disabilities and persons with limited English proficiency.

QUALITY INGREDIENTS
Who are the members of the MPO?
The MPO is comprised of elected officials and representatives appointed from the local governments and transportation authorities listed below:

Voting Members:
Hillsborough County (4 members)
City of Tampa (3 members)
City of Plant City
City of Temple Terrace
Expressway Authority
Transit Authority (HART)
Aviation Authority
Port Authority

Non-Voting Members:
Florida Department of Transportation - District 7
The Planning Commission
COUNTYWIDE CATERING

What is the mission of the MPO?

To develop a comprehensive long-range transportation plan, which supports the mobility needs and economic development of the community, as reflected in the adopted comprehensive plans.

Integral to the plan are policies that guide the development of a balanced transportation system. These policies encourage:

- Preserving neighborhoods;
- Protecting the environment;
- Enhancing quality of life;
- Promoting public transportation;
- Cooperating with and coordinating between the community and agencies to enable the plan to work.

BUFFET FARE

Why are multi-modal choices important?

The MPO is working to develop the 2035 Long Range Transportation Plan (LRTP). Comprehensive, countywide transportation planning and inter-jurisdictional planning are integral components. The 2035 LRTP will integrate supportive land use and multi-modal transportation with safety, air quality, economic and other choices with safety. An efficient and effective local and regional issues. An efficient and effective transportation system offers choices for people who can and can’t drive and provides travel flexibility when and where fuel prices fluctuate. A balanced transportation network drives the local economy and overall quality of life by providing options for the movement of people and goods through the use of:

**Multi-Modal Choices**

- Standard Automobiles
- Neighborhood Electric Vehicles
- Carpoools
- Light Rail
- Street Car
- Neighborhood Circulators
- Bicycles
- Sidewalks
- Expressways
- Trucks
- Airplanes
- Transportation Disadvantaged Services
- Hybrid Vehicles
- Flex Fuel Vehicles
- Vanpools
- Commuter Rail
- BRT
- Local Buses
- Motorcycles
- Trails
- HOV & Toll Lanes
- Freight Trains
- Ships
TABLE SETTING
What factors drive the plans?
State and federal laws require MPOs to provide transportation projects and strategies that:
1. Support economic vitality, especially enabling global competitiveness, productivity and efficiency, and promote consistency between transportation improvements and state and local anticipated growth and economic development patterns;
2. Increase safety for motorized and non-motorized users;
3. Increase accessibility and mobility options, and enhance integration and connectivity of the transportation system, across and between modes, for people and freight;
4. Protect and enhance the environment, promote energy conservation, improve the quality of life, while minimizing transportation-related fuel consumption, air pollution and greenhouse gas emissions;
5. Promote efficient transportation system management and operation; and
6. Preserve the existing transportation system.

INVITATION LIST
Are MPO meetings and information fully accessible?
The MPO recognizes and values the diversity within our community. We also recognize the importance of including those individuals and groups who have been traditionally underserved. Workshops and forums will occur at various locations and times throughout Hillsborough County to give people a variety of participation opportunities. All MPO public meetings and events will be held in facilities that are accessible to persons with disabilities.

You are an important part of the planning process. Your opinion really does count and will help shape the future for the children of Hillsborough County.

Persons in need of special accommodations under the Americans with Disabilities Act or persons who require interpreter services (free of charge) for MPO meetings or workshops should contact MPO staff at 813-277-5540 or mpo@plan.com or at least three business days prior to the event or meeting. Executive summaries of key documents, web pages, and informational brochures will be made available in Spanish. For more information, please see the MPO’s current Public Participation Plan and Limited English Proficiency Plan at www.hillsboroughmpo.org.
ENGAGEMENT PARTIES

How do I get engaged in the planning process?

<table>
<thead>
<tr>
<th>1 part</th>
<th>1 part</th>
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</thead>
<tbody>
<tr>
<td>Via Telephone</td>
<td>E-mail</td>
</tr>
<tr>
<td>Mailing List</td>
<td>Watch Hillsborough</td>
</tr>
<tr>
<td>Public Meetings</td>
<td>Television</td>
</tr>
<tr>
<td>Free Newsletter</td>
<td>Speakers Bureau</td>
</tr>
<tr>
<td>Planning Commission</td>
<td>Community Displays</td>
</tr>
<tr>
<td>Library</td>
<td>or Workshops</td>
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<tr>
<td>Web Pages</td>
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</tbody>
</table>

Beyond receiving public comment, this MPO strives to involve the public, stakeholders and partner agencies to participate throughout the long range transportation planning process. Hands-on mapping workshops, planning events and focus groups are among the many opportunities for early and recurring participation. However, there is no need for a meeting or event to be held to provide input. Public comment can be provided at any time and in a multitude of settings.

GROCERY LIST

How can I participate?

☐ Free Newsletter

The MPO produces and distributes a free newsletter covering transportation issues in Hillsborough County. The newsletter is published quarterly and mailed or e-mailed to those on our mailing list.

Public Meetings

Attend MPO meetings, all of which are open to the public and normally encourage the public to speak. A wide variety of MPO meetings and public participation programs are open to the public participation as well. All meetings are listed on the MPO website for your convenience.

Regular MPO Board and Committee meetings are also listed on page 16.

KINDLY REPLY

How do I get in touch?

Comments may be provided at any time by writing, online, through a variety of MPO participation opportunities (workshops, focus groups, discussion groups, etc.) and at every regularly scheduled MPO Board or committee meeting. Also, comments may be submitted via:

Phone: 813-272-8940
Fax: 813-272-7172
Email: mpo@planow.org
Web: www.hillsboroughmpo.org
www.mpoestat.org
U. S. Mail: The Planning Commission/MPO 601 East Kennedy Boulevard County Center, 18th Floor Tampa, FL 33602

MPO staff can provide a wide range of information on roadways, transit, bicycle and pedestrian facilities, air quality and transportation disadvantaged services. Staff to the MPO is provided by the Hillsborough County City-County Planning Commission, creating transportation and land use plans are closely coordinated. MPO staff is comprised of transportation planners, traffic modelers, demographers, plan designers and other planning professionals.
ALPHABET SOUP
What do all those letters stand for?

Savor the numerous acronyms and abbreviations representing the various agencies, organizations or documents often referred to in transportation planning and in MPO reports and materials:

- BACS: Bay Area Commuter Services
- BARAC: Bicycle/Pedestrian Advisory Committee
- CAC: Citizens Advisory Committee
- CCA: Chair of Coordinating Committee
- CMAQ: Congestion Mitigation/Air Quality
- CTR: Center for Urban Transportation Research at USF
- DEP: Department of Environmental Protection
- DOT: US Environmental Protection Agency
- EPC: Environmental Protection Commission (local)
- FDOT: Florida Department of Transportation
- FHWA: Federal Highway Administration
- FTA: Federal Transit Administration
- GIS: Geographic Information Systems
- HART: Hillsborough Area Regional Transit Authority
- ITS: Intelligent Transportation Systems
- LEP: Limited English Proficiency
- LRTP: Long Range Transportation Plan
- MPOAC: Florida MPO Advisory Council
- PPP: Public Participation Plan
- SAFETEA: Safe, Accountable, Flexible, Efficient Transportation Equity Act A Legacy For Users
- SOL: Single Occupancy Vehicle
- SP: Surface Transportation Program
- TAC: Technical Advisory Committee
- TA: Tampa Bay Area Regional Transportation Authority
- TRA: Tampa Bay Regional Planning Council
- TBRPC: Transportation Disadvantaged Coordinating Board
- TDM: Transportation Demand Management
- TIP: Transportation Improvement Program
- TMA: Transportation Management Area
- TOD: Transit Oriented Development
- UHPW: Unified Planning Work Program
- VMT: Vehicle Miles of Travel
- VMT: Vehicle Miles of Travel

MAIN COURSE
Who else helps identify community needs?

In addition to ongoing public input, the MPO receives recommendations from seven standing committees. Their perspective and insight on projects, plans and policies enhances the board's commitment to making informed decisions. Citizen representatives are appointed by the MPO. Please contact MPO staff for an application to be considered. Regular MPO and committee meetings.

<table>
<thead>
<tr>
<th>Committee</th>
<th>Location</th>
<th>Standard Day &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPO - Metropolitan Planning Organization Board</td>
<td>County Center, 2nd Floor</td>
<td>Monthly, 1st Tuesday, 5pm</td>
</tr>
<tr>
<td>CAC - Citizens Advisory Committee</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 2nd Wednesday, 5:30pm</td>
</tr>
<tr>
<td>BPAC - Bicycle/Pedestrian Advisory Committee</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 2nd Wednesday, 11:30am</td>
</tr>
<tr>
<td>TAC - Technical Advisory Committee</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 3rd Monday, 1:30pm</td>
</tr>
<tr>
<td>Policy - Policy Committee of MPO Board</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 2nd Monday, 1:30pm</td>
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<tr>
<td>LRC - Livable Roadways Committee</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 3rd Thursday, 2:30pm</td>
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<tr>
<td>ITS - Intelligent Transportation Systems</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 4th Tuesday, 2:30pm</td>
</tr>
<tr>
<td>TDCB - Transportation Disadvantaged Coordinating Board</td>
<td>County Center, 18th Floor</td>
<td>Monthly, 4th Thursday, 2:30pm</td>
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</tbody>
</table>
REGIONAL CUISINE

Who are the MPO’s key regional partners?

CCC – The West Central Florida MPO Chairs Coordinating Committee is composed of chairpersons from the six member MPOs (Hernando, Hillsborough, Pasco, Pinellas, Sarasota/Manatee counties and Polk), and in a non-voting capacity, Citrus County, two FDOT Secretaries (District 1 and District 7), Florida’s Turnpike Enterprise and the Regional Planning Councils. The CCC meets quarterly to cooperatively address transportation challenges on a regional, long-range basis. www.regionaltransportation.org

FDOT – The Florida Department of Transportation is the state agency responsible for transportation issues and planning. www.dot.state.fl.us

TBARTA – Tampa Bay Area Regional Transportation Authority – TBARTA’s mission is to improve mobility and expand multimodal transportation options for passengers and freight throughout the seven counties (Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota) in our region. This new authority can finance, construct, operate, maintain and manage the transportation system it develops. It can issue bonds against future fares and tolls to get projects moving today and is charged with developing a Regional Master Plan by July 1st 2009. www.tbarta.com

JUST DESSERTS

Does my opinion really count?

The citizens of Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County are working hand-in-hand with the Metropolitan Planning Organization to achieve our transportation goals. This is truly a recipe for transportation planning success. You can influence the future of transportation in Hillsborough County.

View the MPO Public Participation Plan online at: www.hillsboroughmpo.org

The transportation system is here to serve you. We encourage you to get involved in the transportation planning process. The best ideas for improvements often come from you, the citizen. These Recipes for Transportation Planning Success were designed to give you a better understanding of The Joys of Looking Ahead for 2035 and how you can get involved in the decision-making process and have a positive impact on the future of transportation in Hillsborough County.
In 2012, MPO receives APA Florida’s only Award of Excellence for post-referendum market research.

Serving up transportation choices like soft drinks – the role of product market research in planning!
Innovative Outreach

Open Planning Tools Exemplary Implementation Award at the New Partners for Smart Growth Conference
Innovative Outreach

1st Place Public Education Future of the Region Awards!
Performance Outcomes

One Bay Award!
Future of the Region Awards
## Emergency Preparedness/Resiliency

To be featured on FOX Business in June/July & In May on the Discovery Channel’s

<table>
<thead>
<tr>
<th>Investment Level</th>
<th>Benefits and Costs</th>
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<tbody>
<tr>
<td><strong>Scenario 1</strong></td>
<td><strong>$31 Million</strong></td>
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<tr>
<td><strong>Level 1</strong></td>
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<tr>
<td>Category 3 storm impacts:</td>
<td></td>
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<tr>
<td>- 8 weeks major roads may be unusable</td>
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<tr>
<td>- $266 million economic loss</td>
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<tr>
<td><strong>Scenario 8b</strong></td>
<td><strong>$39 Million per year</strong></td>
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<tr>
<td><strong>Level 3</strong></td>
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<tr>
<td>Continue today’s stormwater drainage, plus:</td>
<td></td>
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<tr>
<td>raise road profiles, enhance base, protect shorelines from wave damage</td>
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</tr>
<tr>
<td>Category 3 storm impacts:</td>
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<tr>
<td>- 3 weeks major roads may be unusable</td>
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<tr>
<td>- $119 million economic loss (cut in half!)</td>
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**Economic losses cut in half**
Let’s Design Hillsborough’s Future

A collaboration of the Planning Commission and the Metropolitan Planning Organization for Transportation
Hillsborough County Today

- 1.3 Million People
- 25% Agricultural Land
- 10% Environmental Preservation
- 87% of development inside growth boundary, last decade
- Bus service reaches ~ ½ of jobs, with limited service
- Traffic is 6th worst in U.S.
- Among the worst pedestrian fatality rate in U.S.
- 25% drop in jobs, 2006-2011
We’re expecting 400,000-600,000 more residents

Imagine 2040 will shape updates of the:

✓ Long Range Transportation Plan
✓ 4 Comprehensive Plans

Working together to look at how choices about growth & development, roads & other infrastructure affect each other
Three Stories about 2040
Simplified, visuals to inspire discussion of trade-offs

3 stories of alternative futures considered a national model by the FHWA Scenario Planning Peer Exchange
Suburban Dream

What can we expect if we continue to grow outward as we have over past decades?

Expand the growth boundary to make room for new suburbs
Extend roads & water lines, rebuild major intersections
Bustling Metro

What can we expect if we focus growth in our cities and towns and invest in transit?

Create new town centers in older commercial areas
Add rapid bus, rail, circulator shuttles, walk/bike connections
New Corporate Centers

What can we expect if we focus on business growth along major highways with express toll lanes?

Create new corporate parks along major highways
Add new express toll lanes in the interstates (I-4, I-75, I-275)
What's important to you?

- Traffic Congestion
- Job Creation
- Available Bus or Rail
- Natural Resources
- Efficient Energy Use
- Redevelopment Potential
- Water Quality
- Access to Jobs
- Shorter Commutes
- Efficient Water Use
- Infrastructure Cost
- Agriculture/Farming

[Bar chart showing the importance of various factors with Traffic Congestion at the top and Agriculture/Farming at the bottom]
### Traffic Delay
More people and jobs mean more cars on the road for a longer period of time, unless some trips are on bus or rail, or are shorter because homes and destinations are less spread out.

<table>
<thead>
<tr>
<th>Traffic Delay</th>
<th>Worse Than Today</th>
<th>Better Than Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suburban Dream</td>
<td>![Traffic Delay Icon]</td>
<td></td>
</tr>
<tr>
<td>Bustling Metro</td>
<td>![Traffic Delay Icon]</td>
<td></td>
</tr>
<tr>
<td>New Corp. Centers</td>
<td>![Traffic Delay Icon]</td>
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</tbody>
</table>

### Available Bus or Rail Service
Public transit offers choices to access jobs, health care, and other activities for those who cannot or prefer not to drive.

<table>
<thead>
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### Job Creation
Part of growing and attracting new businesses is having places ready for business growth.

<table>
<thead>
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<th>Job Creation</th>
<th>Worse Than Today</th>
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<tr>
<td>Suburban Dream</td>
<td>![Job Creation Icon]</td>
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<td>New Corp. Centers</td>
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</table>
## Significant results

### Bustling Metro
- 4 & 5 Stars
- 3 Stars
- 1 & 2 Stars

### New Corporate Centers
- 4 & 5 Stars
- 3 Stars
- 1 & 2 Stars

### Suburban Dream
- 4 & 5 Stars
- 3 Stars
- 1 & 2 Stars
Transportation: Top Picks
What options will we need more of?

- Smart traffic signals & better intersections
- Sidewalks, bike lanes, & trails
- Commuter or Light Rail
- Express or Bus Rapid Transit

ALL options had more 4-5 star than 1-2 star ratings!
Funding
What’s the fairest & most reasonable way?

- Special Assessment Districts
- One-time on new development
- Gas Tax
- No new taxes/ maintain what we have
- Property Tax
- Sales Tax
- Tolls on new lanes
- Utility Tax

Legend:
- 4 & 5 Stars
- 3 Stars
- 1 & 2 Stars
Imagine 2040 Vision

Hybrid Scenario

- Bustling Metro
- New Corporate Centers
- Suburban Dream
3,529 Survey Responses
August 16 - November 11, 2013

- iPads (community events) 4%
- Kiosks 12%
- Paper Survey (community meetings) 17%
- Website 67%

91,500+ data points collected through prioritizing, ranking, rating, choosing, suggesting, and commenting on ideas and preferences - at iPad stations, at kiosks, at community meetings, and on the web!
Reaching Out

49 kiosk locations
94 community meetings
with 574 paper surveys
Multi-layered engagement

- Imagine 2040 Working Group
- Media Day Launch Party
- PSA featuring local media
- 500,000 newspaper inserts
- Rack cards
- Extensive social media & eNewsletters
Multi-layered engagement

- 94 public meetings or events
- Meeting-in-a-Box & Lesson Plan for schools
- Kiosks at employment and community centers, libraries, malls, and special events
- Tampabay.com advertising
- Tax Collector’s website link to survey
- Newspaper wrap ad to announce extension
Care about the future of Hillsborough County?

Join WFLA-AM Tampa Bay’s Jack Harris for the Imagine 2040 Town Hall on stage at 2 p.m. Friday for a conversation about a thriving future for Tampa, Temple Terrace, Plant City & Hillsborough County.

Panelists:
- Lisa Montelione | Tampa City Council, MPO Vice Chair
- David Pogorilich | Temple Terrace City Council
- Derek Doughty | Planning Commission Chair
- Laura Simpson | Brandon Chamber CEO
- Christine Burdick | Tampa Downtown Partnership President
- Jennifer Doerfel | Tampa Bay Builders Association CEO

Featuring an Imagine 2040 presentation by Ray Chiaromonte | Executive Director of the Planning Commission & MPO

This panel discussion includes the opportunity for you to join the conversation with your questions and comments.
You spoke. We listened. We heard you!
A Planning Commission – Metropolitan Planning Organization for Transportation Partnership in Coordination with the Transportation for Economic Development Initiative

What we heard from the public...
Imagine Hillsborough 2040

In Part 1, we heard what you want... Now tell us how to get there in Part 2.

By 2040, Hillsborough County will have about a half million new residents and new jobs.

Let's work together to turn the challenges that come with growth into opportunities for a thriving future.

Tell us more about land use growth strategies for Hillsborough County and your neighborhood. And with limited funding available, consider which transportation investments are most important to secure a prosperous future for our region.

Your plan exceeds current budget. Click for info on revenue options.
Imagine 2040: Part 2
July 10 - September 3, 2014

Media Day / Launch Party

• Media, government, business, community leaders, and citizens invited to “Race to the Future” for FREE!
• HTV News Brief & other media coverage
Outreach event locations

• 65 civic group presentations
• Displays at 53 community events
Select the amount to invest, over 20 years, in each program: Low, Medium or High?

You have about $5,500 M to spend on four transportation programs:

- Preserve the System
- Reduce Crashes and Vulnerability
- Minimize Traffic for Drivers & Shippers
- Real Choices When Not Driving

Save some money for Major Projects!

For simplicity, the cost estimates and budget are shown in millions of present-day dollars, for a 20-year period of spending. In each program, the low investment level is based on current spending in our county.
Major Projects for Job Growth

Use your remaining budget on some big-ticket items: widening major roads, building express toll lanes or rapid transit systems.

The map shows areas with the most businesses and jobs. Investing in these areas could promote economic growth.

Brandon West
Widen, Extend Roads: $302 M
Thousands of Jobs in 2040: 44-108

Invest here?  
Yes  No
Major Projects for Job Growth

Invest here?

Yes  No

Greater Downtown (Rail to USF & TIA)
USF Area & Med Centers
Brandon West
Interstate Hwys (New Exp. Toll Lanes)
MacDill AFB Area
Westshore & Rocky Point

200  600  1000
We’ve overspent.
How do you want to handle the deficit?

(131 respondents)

Raise Taxes/Fees = 56%
Spend Less on Projects/Programs = 44%
No Change
Pick More Projects/Programs
Spending Level Preferences (online)
Includes spending on both programs & projects over 20 years

- < $5 B
- $5-7 B
- $7-9 B
- > $9 B

82% of respondents exceeded the current budget.

Your plan exceeds current budget. Click for info on revenue options.
Imagine 2040-Part 2 Results
Majority would invest $7-9 Billion

Current Budget: $5,403 M
- Today’s gas taxes
- Bus farebox
- Dev. impact fees
- Federal & state grants

Potential New Funding: $5,419 M
- Extend CIT past 2026
- Add 5¢/ gal gas tax
- Add 1% sales tax

All funding levels are in millions of present-day $, for a 20-year period.
Imagine 2040: Part 2
Distribution and Promotion

- Interactive MetroQuest
- Audience response survey (Poll Everywhere)
- Paper survey/ of projects
- Handouts/Mailouts
  - Custom fortune cookies
  - eNews & social media
  - Ads focused online

imagine2040.org
Distribution and Promotion: Handouts and Mail-outs

Nearly ½ Million Rack Cards
– Seminole Tribe (Casino)
– Health Fairs
– Disability Expo
– Back-to-School events
– Community Plan open houses
– Development Services events
– HART buses
– Hispanic Services Council

• Inserted in TRIM notice reaching 453,000 property & business owners
Poll Everywhere tool during PowerPoint presentations

- Text or web browser
- 225 surveys completed

**Distribution and Promotion:** Audience response survey

Which 3 strategies would best guide growth countywide?

- Encourage walkable places ($\text{COUNTY6}$)
- Keeping neighborhood choices ($\text{COUNTY1}$)
- Build homes near transit ($\text{COUNTY3}$)
Distribution and Promotion:
Paper survey/List of Projects
Imagine 2040: Part 2

Lots of coverage by media & business groups!
# of Survey Responses

Population density shown in blue
Imagine 2040: Part 2
July 10 – September 3, 2014

Part 2 MetroQuest surveys 2,217
Poll Everywhere survey 225
Total responses 2,442

Averaged 11 more surveys per week than Part 1!

Media coverage 9+ stories (print, TV, radio)
Web campaign 500,000 mentions & retweets
459,000 ad impressions on-line
Imagine 2040: Parts 1 & 2

- Our largest survey response ever!
- Nearly 6,000 surveys returned
- A multitude of multi-media coverage
- 500,000+ retweets & Facebook mentions – a new high for our agency!
- Broad opportunity for public input!
- Consistent with Post Referendum polling (2012)
Engagement Strategies

• Go where the people are
• Implement the vision
• Make the case for investment
• Performance metrics
• Resiliency
• Keep raising the bar
Imagine Hillsborough 2040

Thank you to Our Partners:
- Hillsborough County
- City of Tampa
- Temple Terrace
- Florida's Largest Home Show
- Tampa Bay Times
- Tampa Bay Grand Prix

On behalf of the Hillsborough Metropolitan Planning Organization & The Planning Commission
Thank You!

So far, nearly **6,000 participants** have helped to shape the 2040 Vision.

**We want to hear from you!**

The MPO’s draft of the 2040 Transportation Plan is ready for your inspection. Twin plans reflecting two distinct 20-year funding scenarios are being presented for the public to comment on:

- The first scenario illustrates what we can afford with existing funding sources
- The second looks at the addition of a one-cent sales tax to increase funding

**Public Hearing to adopt the 2040 Transportation Plan**

Wednesday, November 12 • 5:30 pm
County Center, 601 E Kennedy Boulevard, 2nd Floor, Downtown Tampa

The MPO encourages citizens to have their say at or before the MPO Board considers adoption of the Plan at the Public Hearing. If you are unable to attend, please contact us prior to the Public Hearing with your comments, questions, suggestions, and concerns. To make a comment or for more information, visit us online at PlanHillsborough.org/2040-Lrp/ or contact Lisa Silva at 813.273.3774 x329 or silva@plancom.org.

Persons planning to attend the public hearing in need of special accommodations under the Americans with Disabilities Act or who require interpreter services (free of charge) should contact Michele O'Brien, 813/273-3774 x312 or obrienm@plancom.org, at least 3 business days in advance. The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, sex, age, disability, family or religious status. To learn more about our commitment to nondiscrimination, visit: www.PlanHillsborough.org/non-discrimination-commitment/
Imagine 2040:
Hillsborough MPO’s Multi-Award Winning Public Engagement Campaign & more!

Lynn E. Merenda
Public Engagement Specialist
Hillsborough MPO & Planning Commission
E: merendal@plancom.org
P: 813/273-3774 x342
Twitter: @HillsboroughMPO / @HillsCoPlanCom
Facebook: HillsboroughMPO / Lynn Urban Planner
Web: imagine2040.org / planhillsborough.org